

# 

CELEBRATING A
YEAR OF WINS
WITH THE BEST
OF THE INTERNET

As a Webby Winner, you've been crowned **Best**of the Internet—an achievement that should be
displayed with pride. Showcasing a Webby win can
help elevate any brand or business, and we want
to make it easy for you to do so. We've compiled a
collection of your fellow Winners celebrating their
recognition with creativity, excitement, and flare.

**Solange** at the 21st Annual Webby Awards

# USE YOUR WEBBY AWARD TO CLOSE DEALS AND WIN CLIENTS



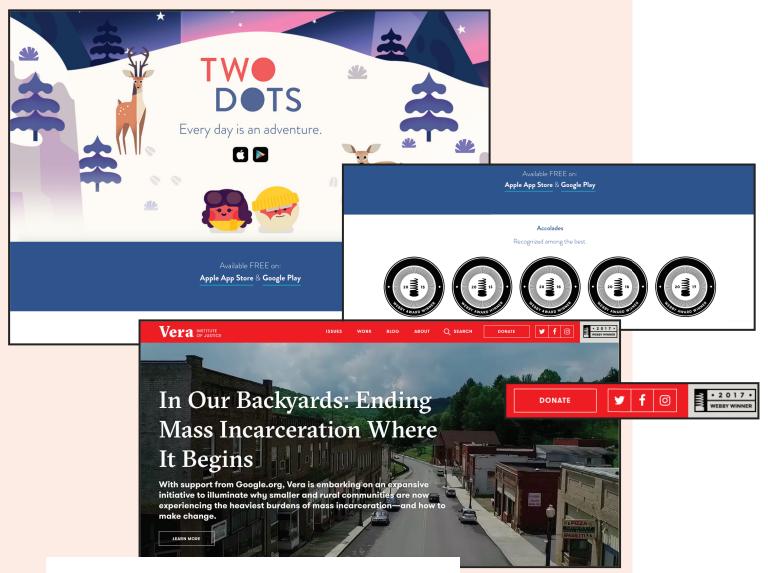


• Winning a Webby Award is the Internet's highest honor—and can be leveraged for

promotion and sponsorships.

## SHOW THAT YOUR WORK IS TOP-NOTCH BY EMBLAZONING YOUR HOMEPAGE WITH WEBBY SEALS & BADGES

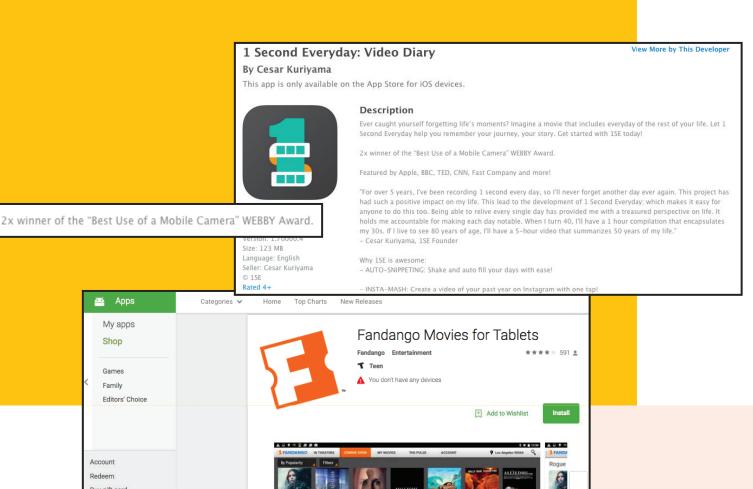




- Dots created a gallery on its homepage for its competitioncrushing game Two Dots using five seals to represent each of its Webby wins.
- Design agency Hyperakt and its client Vera Institute
   of Justice know that a Webby badge signifies Internet
   excellence and should be displayed with pride. By placing the
   badge in Vera Institute's home navigation, the collaboration
   shows its digitally powered humanitarian work has been
   recognized on the world stage.

## **CALL OUT YOUR AWARD-WINNING APP ON STORE LISTINGS FOR CUSTOMERS TO SEE**





• Fandango and smash hit video diary 1 Second Every Day incorporated Webby wins into their product descriptions, drawing instant interest.

Description

My apps

Shop

Games

Family Editors' Choice

Account Redeem Buy gift card My wishlist My Play activity Parent Guide

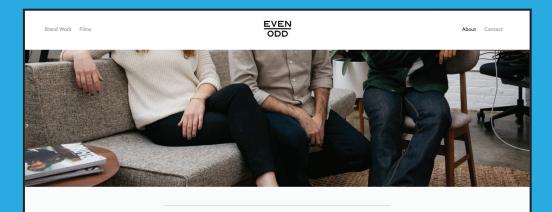
• Whether your app is a new service or a staple in mobile, identifying Webby wins in app store listings exponentially sets the product apart.

winner of three Webby Awards!

droid tablet makes the movie-going experience better than ever. Get the

### **TOUT YOUR WEBBY WINS** IN THE ABOUT SECTION OF **YOUR WEBSITE**





#### About

Even/Odd is a creative studio founded by filmmakers.

Regardless of format, our aim is to capture authentic stories and cinematic worlds driven by characters exploring relevant and timeless themes.

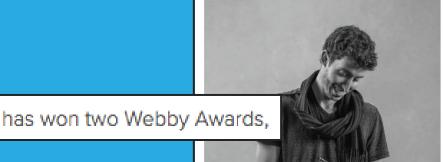
Our work has earned 4 Webby Awards, two SF ADDYs, numerous Vimeo Staff Picks, and has been featured by The Guardian, VICE, The Atlantic, and industry publications like AdWeek and Filmmaker

We have collaborated with

**MAX STOSSEL** 

Our work has earned 4 Webby Awards,

WORK ABOUT BOOKING CONTACT



Max Stossel is an award winning poet + filmmaker, and one of the leaders of Time Well Spent, a movement to align technology with our humanity. His work has spanned across 14 languages, has won two Webby Awards, multiple film festivals, consistently goes viral. and influenced the way digital media organizations tell the stories of mass murder in the

Before entering the worlds of poetry, film & digital activism, Max was a media strategist with an extensive background in social. He ran social for Budweiser, where he drove a 3,400% increase in average engagement, before being trained by Gary Vaynerchuk and creating social strategies for Dove and several Fortune 100 brands. He has written on the subject for Quartz and The Huffington Post.

The merging of these fields allows Max to provide a fascinating perspective on modern content and culture. He is currently helping select brands tell their stories in his style via video, speaking at schools, corporations, & events and helping content-focused brands stop wasting their money and start focusing their content resources effectively.

- For independent artist Max Stossel and creative studio Even/Odd adding multiple Webby wins to their About pages helped showcase the profundity of their art.
- Potential partners and sponsors will see that you produce award-winning digital work. Consider future business deals closed.
- Listing a Webby Award demonstrates that work created independently is more than deserving of international acclaim.

# CRAFT BLOG POSTS, ARTICLES & PRESS RELEASES TO CELEBRATE YOUR AWARD





## Watch Some of Our Favorite Webby Award-Winning Documentaries

Some of the Webby favorites include our documentary about the Mexican-Mormon War, the Motherboard documentary on 3-D printed guns, and 'The Real X-Files?,' among others.



- Once you've won a Webby, it's time to spread the incredible news. Winners Buzzfeed, Gospelware, and VICE shared their wins with supporters through blog posts and dedicated pages.
- Crafting original content allows you more than
   5 words to tell the story of your Webby-winning work, while boosting engagement, site traffic, and overall support.
- Past winners IBM, The New York Times,
   DigitasLBI, and many more have shared their monumental success with global audiences using the written word.



## CELEBRATE YOUR WEBBY WIN WITH HUMILITY & GRACE BY BUILDING A DEDICATED AWARDS PAGE

unique microsite that can increase your win's visibility

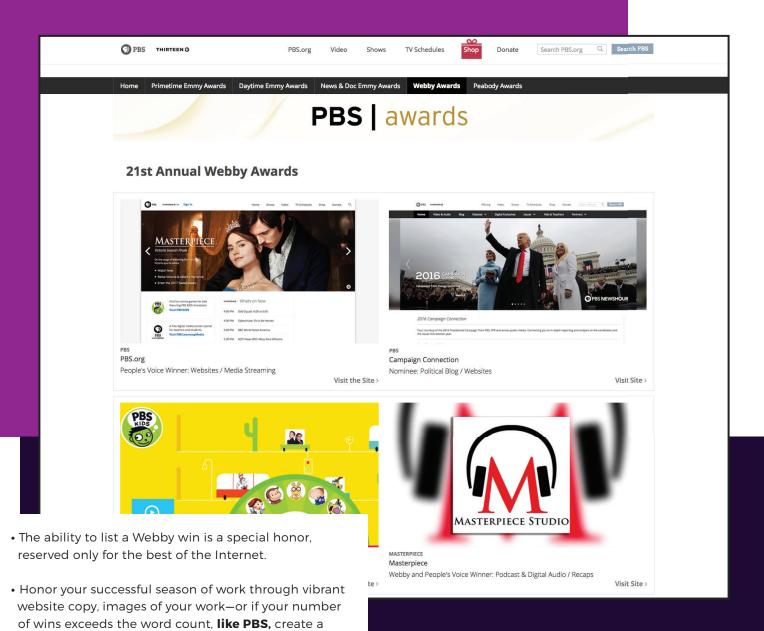
advertising partners agree. Don't shortchange your

 Receiving a Webby Award is an important accomplishment. Consumers, sponsors, and

success-let those wins shine.

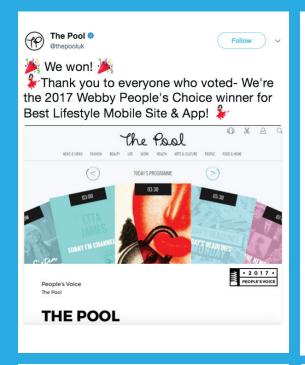
in Google Search.





# KEEP SHARING STORIES, GIFS, POSTS, SNAPS & STATUSES TO CELEBRATE YOUR WIN











- When in doubt, social media is an effective way to keep generating buzz about your Webby Award. Sharing your success with millions of consumers and influencers on social expands a brand's reach to a global audience.
- Winners including Google, CollegeHumor, GIPHY, The Pool, and hosts of The New York Times' Still Processing took to Twitter, Facebook, Instagram, and more to show they're elated to be named a Webby Winner, and remind fans why they are the Best of the Internet. You should as well.
- Make sure to promote your win using #Webbys.